

East Hollywood Business Improvement District

BUDGET COMMITTEE

Wednesday, March 7, 2012

Attending: Jacques Massachi, chair; Shield, Koretz, Reuveni, Swanson, Zaman.

Staff: Gubler

Guests: Sr. Lead Officer Lenning Davis and Al Polehonki.

Massachi called the meeting to order at 2:12 p.m.

It was noted that at the end of each fiscal year, monies that are not spent are carried over into the next fiscal year.

Vermont Triangle

Gail Koretz said that Kaiser would like to have some funds allocated to the maintenance of the Vermont triangle. It needs a cleaning, with trash picked up and plants attended to. It was noted that the triangle may actually not be in the BID boundaries and that the Los Feliz BID may be the entity that is supposed to maintain it. We might want to contact the other BID and propose that both bids share the cost. Gubler will try to get a contact for Koretz at the other BID.

Maintenance/Beautification

The committee asked for Sharyn Romano or Jeff to be at the next meeting to answer questions. From materials they have submitted, the costs of the second phase of tree planting and watering are not clear. It appears the second phase costs would be \$13,530 for planting and \$3,840 for watering.

Gubler noted that if the BID approves the additional tree plantings, it may limit their ability to add any cleaning services to the existing contract. The BID board had considered adding to the cleaning and also cleaning the side streets to one property deep as well as the alleys from Fountain to Lexington.

Zarrinam said that he would be willing to donate \$5,000 to the cleaning/beautification budget and challenged others to also step forward.

Massachi said that he would approach CD13 about replacing the \$25,000 match for the medians that was lost when the CRA went out of business. Otherwise those funds must come out of the BID's maintenance/beautification budget.

Marketing

It was agreed that it does not make sense to hire security based on our budget. We need to work with the LAPD and on code enforcement. A decision had previously been made to not move forward in this fiscal year with new banners.

LAPD Issues

Sr. Lead Officer Lenny Davis reported that in Highland Park, BID patrols deal with vendors who are doing illegal activities. As far as posting signs about illegal activities, he said the signs need to be coordinated with CD13. Need to cite Section 41.00B from the LAMC about illegal vending. The County Health department uses its own codes. Blocking the sidewalk is addressed in another section of the code. He said that catering trucks have carte blanche and that the City is not doing much enforcement against them.

He noted that the Labor Day Weekend Silverlake Festival shuts down Santa Monica Blvd. between Hoover and Sunset. Regarding the Vermont Carnival, he suggested that the BID contact Rampart Division and check with the patrol supervisor.

He also noted that PATH has a meeting every second Tuesday at 3 p.m. to coordinate homeless issues, at 340 N. Madison. Zaman suggested we invite PATH to a future meeting. Matthew Rayburne is the contact.

There being no further business, the meeting adjourned at 3:25 p.m.